€TRAINING

Sitecore Certification Preparation and Implementation Mastery

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Introduction:

This program is designed to prepare participants for the certification exam only.

This training program is designed to provide participants with comprehensive knowledge and practical skills essential for effectively deploying, configuring, and managing Sitecore-based web solutions. It empowers them to harness the full potential of Sitecore for delivering personalized and engaging digital experiences.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the core components and architecture of the Sitecore Experience Platform.

- Develop skills in configuring and managing Sitecore content management and delivery.

- Gain expertise in implementing personalization and marketing automation using Sitecore.

- Optimize Sitecore performance and ensure scalability and security.

- Prepare for Sitecore certification exams.

Targeted Audience:

- Web Developers.

- Sitecore Developers.

- Digital Marketers.

- IT Professionals managing Sitecore environments.

- CMS Administrators.

- Marketing Technologists.

Program Outline:

Unit 1:

Introduction to Sitecore:

- Overview of Sitecore Experience Platform and its capabilities.

- Understanding the architecture and components of Sitecore.

- Installation and configuration of Sitecore.

- Introduction to Sitecore content management.

- Case studies on successful Sitecore implementations.

Unit 2:

Sitecore Content Management:

- Creating and managing content in Sitecore.

- Understanding templates, layouts, and placeholders.

- Using the Sitecore Experience Editor and Content Editor.

- Implementing workflows and versioning for content management.

- Best practices for content organization and management.

Unit 3:

Personalization and Marketing Automation:

- Introduction to Sitecore personalization and its benefits.

- Implementing rules-based and profile-based personalization.

- Steps for Setting up and managing marketing automation campaigns.

- Using the Sitecore Experience Database xDB for insights and analytics.

- Real-world examples of personalization and marketing automation.

Unit 4:

Optimizing Performance and Security:

- Best practices for optimizing Sitecore performance.

- Techniques for scaling Sitecore deployments.

- Ensuring security in Sitecore environments.

- Monitoring and troubleshooting Sitecore performance issues.

- Case studies on performance optimization and security.

Unit 5:

Sitecore Certification Preparation:

- Overview of Sitecore certification tracks and requirements.

- Study strategies and resources for preparing for Sitecore certification exams.

- Reviewing key concepts in Sitecore development and administration.

- Tips and strategies for passing Sitecore certification exams.

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